

ABSTRACT

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DESIGNING A 2D ANIMATED MUSIC VIDEO (CASE STUDY: THE SONG "PENGINGAT" BY KUNTO AJI)

(VIII + 110 pages: 86 pictures; 1 attachment)

It is very common in society, especially for students to feel stress in order to achieve a higher education. If the stress is not avoided, it will lead to depression. One way to reduce stress is to listen to a song. An Indonesian singer that often writes a song that addresses stress and depression in a good manner is Kunto Aji. One of his songs is “Peningat” that conveys a message to the youth to remind them how hard they’ve been working and how far they’ve come. To bring back the message from the song, a medium that is easy to access is needed for Kunto Aji’s fans, and new fans, and that medium is a music video that is 2D animation.

During the process of this project, the methodology that are used are literature study and interviews. In literature study, it is more to research articles, and journals to deepen the understanding about the current issue, and also about Kunto Aji, along with other books that are explaining theories about animations that are used in this project, specifically 2D animations, and researching for visual references. The interviews are used for deeper meaning about the song based from the singer’s perspective himself.

The final form of this project is a 2D animated music video with the song's duration, 3 minutes and 26 seconds. The process of making the concept is using a methodology of *concept making* to find keywords, and they are urban and fun. These keywords would help to create juxtapositions about the narrative that were made by *three act structure*.

Keywords: Kunto Aji, Peningat, Urban, Fun, Animation

Reference: 33 (1981-2020)

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